

10 Easy Strategies for Development

April/May 2011



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STATE OF
IDAHO
U.S.A.

1.- Clean Up

- Improve the Physical Community
- Create Opportunities for Social Fellowship
- Individual Investment and Pride
- K-State

Organize for Success

Establish Clear Project Goals and Plans

Advertise the Event

Project Execution

Sustaining the Effort



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SIEDO



2.- Empty Store Fronts

- Art Exhibits
- Libraries
- Auction Houses
- TV Studios
- Block-Long Billboards
- Campaign Office
- Swap Meet
- Health Clinic



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3.- Community Marketer's Page

- Your Stories
- Our Website
 1. Become familiar with our website
 2. Add us to your distribution list
 3. Share your success stories
 4. Send video or photographs
 5. Interviews
 6. Case studies
 7. Other assistance



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BUILDING YOUR BUSINESS

COMMUNITY PROGRAMS

enter search term...

COMMUNITY PROGRAMS

[Community Programs](#) > [Communities](#) > [Community Marketing](#) >

Welcome to the Community Marketer's Page!

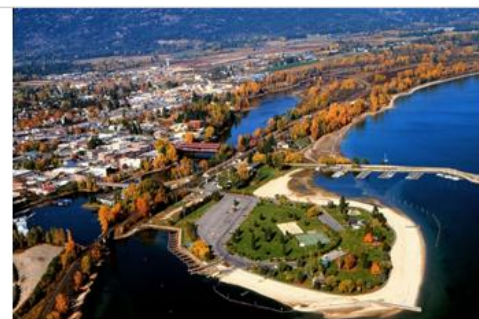


Lists of strategies and best practices have been compiled for your use as you market your community or region. We hope this information will be helpful in your efforts to reach your desired target audiences and achieve new levels of marketing success.

We want you to be part of this page! You have valuable information to share and stories to tell, so let us highlight your ideas, news and accomplishments. To do this, you can:

1. Add us to your distribution lists for press releases, newsletters, updates and other news formats.
2. Share your community and business success stories.
3. Send us video or photographs of community and business events, awards, etc.
4. Suggest community or business leaders we could interview and feature on the commerce website.
5. Provide us with case studies on how Idaho incentives were used to "close the deal" in your community.
6. Let us know if you want assistance with media lists and media niche targets.

We will post them in the "What's New" section or other areas of the Commerce website so others can benefit from your ideas and experience and celebrate your successes.

[Know Your Community](#)[Internet Marketing](#)[Idaho Incentives](#)[Attracting Entrepreneurs](#)

4.- Youth Involvement

- Mayors Youth Advisory Council
- Clean Up
- Economic Development Newsletter
- Safe Routes to School



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BIRCH ST N

MADISON ST E



5.- Incubating your own Business

- Salmon Odd Fellows Bakery



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6.- Inn Keepers

- Message
- Traffic
- Planting the Seed
- “It Only Takes One”



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7.- Outfitters and Guides

- Message
- Captive Audience
- Casual Conversation
- “It Only Takes One”



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8.- Alumni

- “Brain Drain”
- Bring them Home
- Bring their Business with them
- “It Only Takes One”



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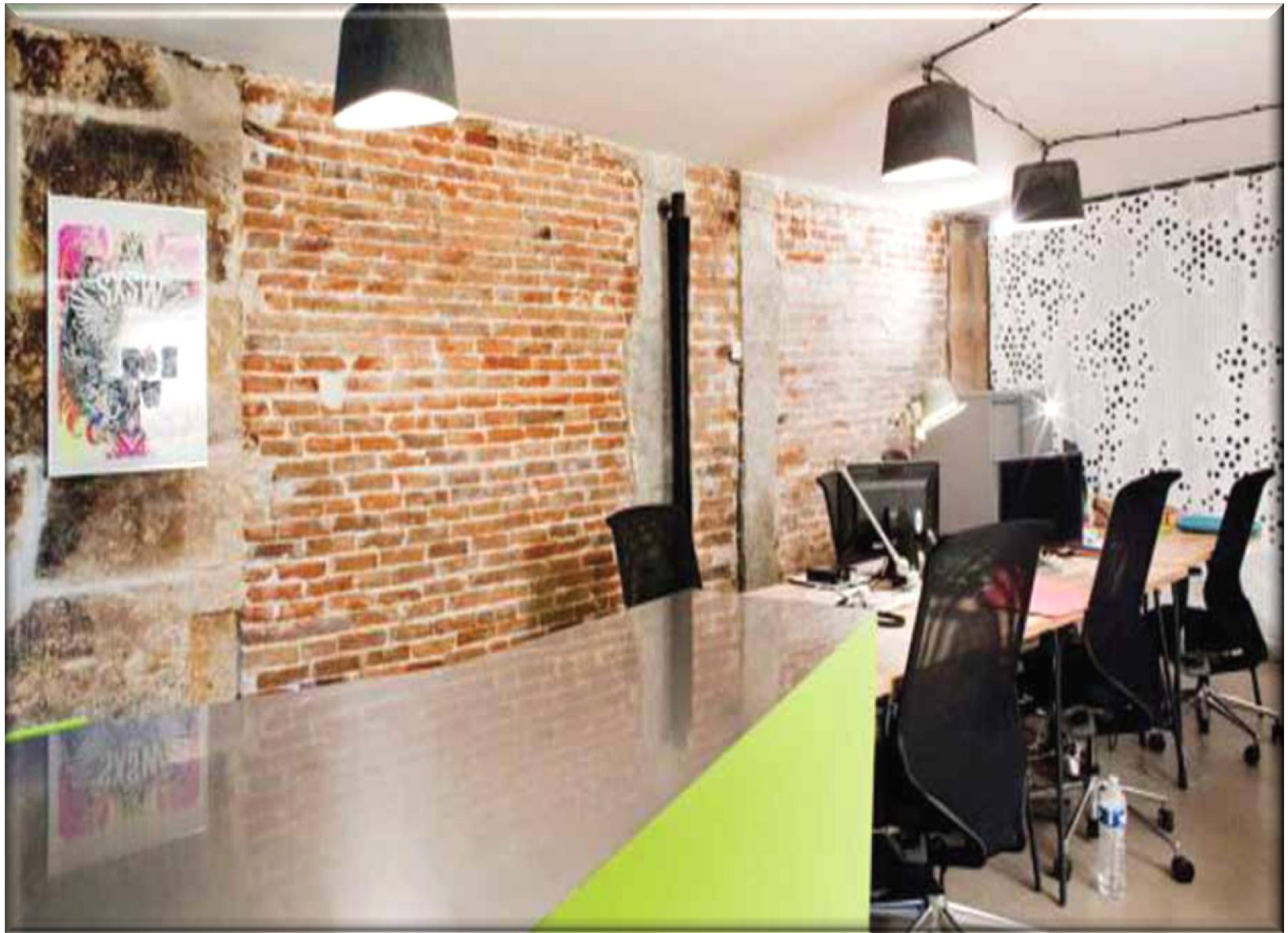
9.- Cool Spaces

- Eclectic Mix of New Architecture and Historical Structure
- Appealing to Young Entrepreneurs or Young at Heart Entrepreneurs



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10.- Land for Industrial Development

- Information on “Shovel Ready” (Certified) Properties and Public Held Land
- Gem Prospector
- Giving Outside Investors Precise Data Allowing them to Act Quickly



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SIEDO – Project Land

